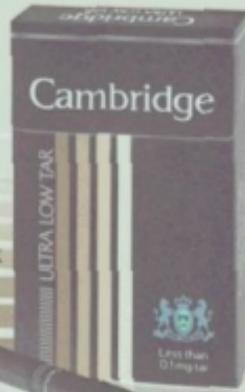


LEO BURNETT U.S.A.
A division of the Wm. Wrigley Jr. Co.

Ad No. 264—CAMBRIDGE—Box, RARE—Reg. No. 72214—Page 107g x 111g—4 1/2 in. x 3 1/2 in.—Kings Blend—Normal (Filter) Strength, 100s
Printed in U.S.A.

THE LOWEST TAR OF ALL.



Box

Of all brands sold,
no other cigarette is
lower in tar.

Cambridge

Warning: The Surgeon General Has Determined
that Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1982

Less than 0.1 mg "tar," 0.81 mg nicotine av. per cigarette by FTC Method.

2061193986